



## **Emily Staley**

### **Vice President, Marketing and Communications**

Emily has enjoyed supporting businesses her entire career, and continues to do so in her role leading marketing and communication efforts at Lakeshore Advantage.

Just prior to joining our team, Emily helped businesses as the director of client services at Boileau Communications Management, a Holland-based public relations and brand reputation firm.

Upon graduating from Michigan State University in 1996, she worked at Andersen Consulting (now Accenture) as a change management consultant. She returned to Michigan from a long-term client assignment in the Northeast and became a marketing manager for the Michigan Economic Development Corporation, raising awareness of Michigan as a great place for business, particularly focusing on the Advanced Manufacturing industry sector.

Emily was born and raised in West Michigan, and currently lives in Grand Haven with her husband and four children.

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